

# Tixie M. Fowler

37 N. Barton St.  
Norcross, GA 30071  
c 770.842.2551  
[gardensforgrowingcommunity@gmail.com](mailto:gardensforgrowingcommunity@gmail.com)

**Specialties:** Strong public speaking and presentation skills honed by my career in Public Relations and Marketing are heightened by my passion for empowering and educating people of all ages, creating positive intercultural experiences and connecting people to the natural environment. My natural skills as an educator are being formally developed through the Environmental Education Alliance of Georgia's certification program, and enhanced by practical classroom experience with middle and elementary school students. An experienced project manager, I also offer a strong knowledge of all Microsoft Office Professional applications, social media outlets, video production and graphic design management.

## Career:

**Gardens for Growing Community, Inc.** 501(3)c  
*Founder, Director, October 2014 – current*  
[www.gardensforgrowingcommunity.com](http://www.gardensforgrowingcommunity.com)

Developed and manage a nonprofit that teaches environmental education and community gardening on public school sites. Approach incorporates STEAM and AKS teaching standards, as well as adult learning experiences, through the lens of environmental stewardship. Duties include all program development including lessons development and classroom teaching, community engagement and volunteers retainment, sites development, program promotion and fundraising.

## City of Norcross, Georgia

*Public Relations & Marketing Manager April 2009 – August 2014*

**Assignments:** Developed the historic City's self-branded identity as "a place to imagine" and positioned it regionally as a progressive community open to empowering diverse demographics (based on "creative class" definitions); Generated and promoted cultural energy within the community to attract and retain new residents, patrons and investors; Generated and promoted an inviting social environment for diverse ethnic populations within the City by creating opportunities to engage while sharing cultural perspectives and experiences.

## General Duties:

- Acted as liaison between City staff/Council and Mayor and the media, volunteer groups and civic organizations at local, metro and regional levels
- Made presentations regarding City matters at civic, business, industry and community meetings
- Assisted in organizing, facilitating, publicizing and coordinating public relations and special events activities
- Developed platforms for, and created and maintained all PR and promotional content for municipal news, City and volunteer-organized events and programs. Included developing strategies using social media, electronic media (including video production), print collateral (including production of a high-quality magazine), radio, billboard, monthly newsletters, press releases

- Initiated, organized and facilitated establishment of City's "Life Long Community" goals with focus on organizing intergenerational activities as well as viable living environments for seniors and elderly people

**Whistle Stop Farmers Market (501c3)**

- Owner/Manager, May, 2009 – 2014, *Located in Thrasher Park in Norcross, GA*
- Voted in "Top 10 Georgia Markets" in 2010 by National Farmer's Association survey

**NestleDown, LLC**

Interiors design/renovate firm

Owner, Commercial and residential interiors designer, renovation project(s) manager

June, 2007 – April, 2009 (*served accounts throughout metro Atlanta*)

**The Southern Contractor's Group, Inc.**

Residential design/build firm

Owner/Partner, sales, project manager, interiors and finishes designer, field work

January, 2002 – June, 2007 (*Norcross-based, served accounts throughout metro Atlanta*)

**Key Construction Services, Inc.**

Commercial design/build firm

National Accounts Director and Sales

October 2000 – January, 2002 (*Atlanta-based, served accounts across United States*)

- Developed national client base by establishing relationships with director-level executives in 300+ companies across the U.S. including several national restaurant chains
- Increased firm's gross revenues 35% in first year

**Independent Strategic Marketing Consultant**

Developed and managed marketing and PR strategies for retail and B2B companies

January, 1997 – October, 2000 (*served accounts with local and national visibility*)

**Pameco Corp**

*National Marketing Communications Manager June, 1991 – December, 1996, Atlanta-based*

Developed, coordinated and introduced national and divisional Sales, Marketing and Public Relations strategies resulting in the successful corporate turnaround of a regional HVACR company (GE Capital invested). Responsibilities supported company's national growth reaching annual revenues of \$1 billion, corporate IPO and market penetration into Canada and Mexico.

**American Technical Services, Inc.** Director of Marketing, 1990 – 1991

Regional facilities engineering firm

New product introduction, corporate branding and strategic marketing development, literature development and advertising management

**Independent Video & Film Producer, Scriptwriter** 1988 – 1990

Clients included CSX Transportation, FLETC (Federal Law Enforcement Training Center), Prudential Insurance corporate headquarters, Florida Wire & Cable, Amelia Island Plantation, Florida Production Center and City of Jacksonville, Florida

**Summerhouse Advertising, Inc.** Creative Director 1984 – 1988

Multi-Award winning regional ad agency specializing in broadcast media and extended-length marketing across the Southeast.

## **Civic:**

**Sustainable Norcross: Friends of Johnson Dean Forest Committee Chair** (2014 – current)

**Environmental Education Alliance** (member, 2015 - current)

**Summerour Middle School Council Board** (2015 – current)

**Summerour Middle School Parent Teachers Association** (member, 2016 – current)

**Gwinnett Southwest Chamber of Commerce, Education Committee Chair** (2015 - current)

**Norcross Architectural Review Board (ARB)** 2008 – 2016

**Historic Norcross Downtown Merchants Assoc.** President, 2008 – 2009

**Norcross Downtown Development Authority (DDA)** Economic Development, Promotions & Design committees, 2007 – 2012

**Norcross Arts Alliance** (Advisory Board member) 2010 – 2013

**National Association of Women Business Owners** (NAWBO, Board Member & member-at-large) 2002 – 2008

**Steering Committees:** Holiday Tour of Homes, 2002 – 2008; Norcross Art Fest, 2006 – 2010; Gateway International Food & Music Festival, 2011 – 2013; Norcross ArtsXchange, 2012 – 2014

## **Education:**

Certified Permaculturist, Shades of Green Permaculture, 2015

Certified Environmental Educator (EEA of Georgia certification) *currently pursuing*

Media Arts/Communications: University of Arizona, 1980 – 1982; *University of South Carolina, 1982 – 1984*